

**MINUTES**  
*of the*  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
**BOARD OF DIRECTORS MEETING**

**DATE:** September 14, 2004

**PLACE:** 550 Olive Street, Santa Barbara, CA 93101

**MEMBERS PRESENT:** Chair John Britton, Vice Chair Olivia Rodriguez, Secretary Brian Fahnestock, Director Lee Moldaver, Director Dave Davis and General Manager Sherrie Fisher

**Members Absent:** All present

**OTHERS PRESENT:** Steve Maas (Planning), Lynnette Coverly (Marketing), Jerry Estrada (Controller/Assist. Gen. Mgr.), Browning Allen (SB City), Steve Musick, David Damiano (Community Relations Mgr.), Bob Westwick (Easy Lift), Josh Molina (SB News Press)

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**1. Call to Order**

Chair John Britton called the meeting to order at 8:30 am.

**2. Roll Call of the Board of Directors**

Chair Britton noted that all Board members were present.

**3. Report Regarding Posting of Agenda**

General Manager Fisher reported that the agenda for this meeting was posted at the MTD administrative headquarters and on the MTD Website last week and mailed to media of general circulation.

**4. Approval of Prior Minutes**

Director Moldaver moved to waive the reading of, and approve the minutes of August 17, 2004. Director Rodriguez seconded the motion. Motion passed unanimously.

Director Moldaver moved to waive the reading of, and approve the minutes of August 31, 2004. Director Fahnestock seconded the motion. Motion passed unanimously.

**5. Cash Report**

The Board was asked to approve the cash report from August 10 through August 23, 2004. Director Moldaver moved to accept the cash report, Director Rodriguez seconded, motion passed unanimously.

The Board was asked to approve the cash report from August 24 through September 6, 2004. Director Rodriguez moved to accept the cash report, Director Moldaver seconded.

Director Rodriguez questioned the cost of McGowan, Gunterman (Accounting Firm) annual audit. Mr. Estrada (Controller) explained the audit process and reasons for the expense. Director Rodriguez asked if the audit was put out to bid, General Manager Fisher said MTD did not go out to bid this year but will have a bid process set up by next year. Director Moldaver requested clarification on some Cash Report abbreviations PR and EE, General Manager Fisher described PR as payroll related and EE as employee. Motion passed unanimously.

**6. Public Comment**

Mr. Musick raised the concern that the minutes of August 3<sup>rd</sup> had not been approved with some remarks he had submitted. He feels that his comments had been edited from a page worth of remarks down to one sentence related to sub-section E of AB1937. He is looking for response to a 5-point set of concerns he has regarding the Calle Real Property. In closing Mr. Musick said "I am reserving the remainder of my comments and points for you and the other appropriate agencies and individual participants who are either not aware or have lost sight of the laws that enable your partnerships in addition to properly fulfilling the necessary needs of our community."

Director Davis requested that Mr. Damiano (Community Relations Mgr.) find two dates where Mr. Musick would be available to meet with the Property Committee and have a full and open discussion of all the issues.

**7. Resolution of Commendation for Easy Lift Transportation**

General Manager Fisher asked the Board to proclaim Easy Lift's success in their 25 years of service. General Manager Fisher then introduced Bob Westwick (Easy Lift).

Chair Britton read the proclamation.

Mr. Westwick accepted the proclamation and stated his appreciation of the relationship between Easy Lift and Santa Barbara Metropolitan Transit District. He also extended an invitation to all to attend their event next Tuesday, 11 AM at De la Guerra Plaza. Easy Lift will be celebrating 25 years in service and their One-Millionth passenger.

Director Moldaver moved to adopt the resolution, Director Fahnestock seconded. The motion passed unanimously.

**8. Visioning Process**

General Manager Fisher introduced Mr. Damiano to explain the visioning process and request of the board their input in completing said process.

Mr. Damiano passed out a timeline of the process beginning with a self-assessment, which will internally take a look at all departments of MTD to determine how we view ourselves. Additionally we will ascertain how the community views us.

Director Moldaver expressed his support toward the effort, but felt that the timeline (six-months) might be a bit longer than would be desired. He sees a joint meeting between MTD, the City of Santa Barbara and other like bodies meet at the onset, so that all parties are on the same page.

Director Davis gave the caveat to step lightly, speaking from experience. His suggestion is to hire a third-party facilitator to manage the process.

Director Fahnestock agreed with Directors Davis and Moldaver and to be careful not to offend those entities questioned in the process by coming up short of our goals. He sees many in the community who perceive MTD as having more resources than it has. Director Davis interjected that one main thing a facilitator needs to do is explain our resource information from a third-party point of view.

Director Rodriguez, having not experienced a Visioning Process of this scope, suggests we start the internal part of the process soon and that the external process can be dealt with in time.

Director Britton then reiterated the need for a third-party facilitator, but felt it might be difficult to gather the entire City Council and MTD Board at one table. General Manager Fisher suggest two ways to meet with the city council; 1st by having the Board attend a City Council Meeting or 2<sup>nd</sup> being placed on the City Council Agenda.

Director Moldaver noted that Browning Allen was in attendance and asked him to speak about the visioning process. He too suggested the use of a third-party facilitator.

Director Davis ended up by saying the Visioning Process can become very consumptive once it gets going. He suggests the Union Negotiations and SCTP be complete before beginning the process.

Mr. Damiano stated that the internal assessment should start in about one month assuming everything is behind us. Director Davis responded to Mr. Damiano with the need to: 1) Identify potential facilitator, 2) Solicit a proposal and 3) get references.

**9. Equal Employment Opportunity Plan Update-2004 (draft available for review a MTD administrative offices.)**

General Manager Fisher stated that MTD has updated its equal employment opportunity plan because it was needed and is required under FTA regulations. MTD is in parity with all requirements. General Manager Fisher complimented Jill Bourbeau (Personnel and Risk) in a job well done preparing the report. Director Fahnestock moved to approve the report, Director Rodriguez seconded.

Director Moldaver again complimented Ms. Bourbeau on an excellent report, and to all managers at MTD going back to Mr. Yaco the founding General Manager.

Motion Passed unanimously.

10. General Manager's Report.

- a) Report on new service in effect 9-7-04: General Manager Fisher noted that a new School year began September 7 as did our new bid and that Staff did a good job to ensure that all ran smoothly.
- b) TC Redevelopment project: General Manager Fisher reported that there is a workshop planned for September 23, and that MTD is a small item on a long agenda. General Manager Fisher stated that the City was disappointed the TC Project was pulled from the STCP but that MTD would seek funding at a future time.
- c) The South Coast Transit Priorities: We had hoped to go before the SBCAG Board on September 16<sup>th</sup>, as it turns out we will be there in October, this was due to some process concerns. On September 21<sup>st</sup> we will meet with the County Board of Supervisors regarding the larger part of the project i.e. the buses. Later on October 5th we will meet regarding the Santa Ynez service. Mr. Field has recommended MTD attend a GPAC meeting.

Director Davis said that he'd heard of plans to bifurcate the South Coast Transit Plan into two separate SBCAG meeting dates. General Manager Fisher responded SBCAG Staff felt that that was not appropriate for the Board and may complicate the issue with the FTA.

Director Fahnestock referring to the General Manager's report page 1, regarding looking for a sponsor to re-print the national award winning pocket maps, suggested trying to get local non-profit group(s) to partner on some of our projects.

Director Moldaver mentioned C.O.A.S.T., which is a 501c3 community organization with countywide interests in public and alternative transportation. He also mentioned brainstorming with Chuck Slosser (Santa Barbara Foundation) and Tom Harper (Hutton Foundation).

Director Davis suggested the Finance Committee investigate these avenues by inviting Chuck Slosser to a committee meeting.

Director Fahnestock asked General Manager Fisher if City College has been approached regarding a staff and faculty pass program. General Manager Fisher responded that MTD has not yet contacted Santa Barbara City College but there are plans to do so. Director Fahnestock suggested contacting Mr. Joe Sullivan at SBCC for help in facilitating a pass program.

Director Rodriguez posed a question regarding the costs of printing the pocket maps; General Manager Fisher stated the cost was \$12,000 per 20,000 maps. Ms. Coverly explained that only 10,000 have been printed to date and they were distributed rather quickly. Twenty thousand should be enough for one year's worth of distribution.

Director Moldaver suggested ways to extend the use of schedules and pocket maps by imbedding a marketing mechanism in the product to encourage the public to hold on to their schedule.

General Manager Fisher in response to a News Press article by Barney Brantingham, that stated the cost of a taxi ride from the airport to downtown is \$25 - \$38 and that MTD is just \$1.25. It was mentioned in the article that an MTD bus stop was difficult to locate from the airport terminal. Mr. Damiano went to the airport and discovered our signage worked well when originally posted but that pedestrian traffic flow has changed and new signage would be helpful.

d) MTD-Easy Choice (video)

General Manager Fisher asked Mr. Damiano to present the Univision (Spanish Speaking) TV spots.

**11. Other Business and Committee Reports**

Director Fahnestock reported on the Finance Committee and the need for Staff to establish a minimum level of reserves, to aid future budget assessments.

Director Davis made an official request to set up a Property Committee meeting within the next two weeks regarding Calle Real Property and have Mr. Musick present.

**12. Closed Session-Calle Real**

The Board met in closed session pursuant to Government Code §54956.8, conference with real property negotiators regarding the MTD Calle Real Property, APN's Book 59, Page 14, Parcels 4, 5 & 6, and Book 67, Page 23, Parcel 6, concerning price and terms of payment; agency negotiators Doug Large and Bob Andrews; other negotiation parties: Housing Authority of County of Santa Barbara, Martin Farrell Homes, and Investec Capital, Inc.

The Board came out of Closed Session and Chair Britton reported that regarding the Calle Real property, they discussed the project with staff and with attorney Doug Large who is the negotiator regarding Calle Real. He updated the board on the on-going status.

**13. Closed Session-Union Negotiations**

The board will meet in closed session pursuant to Government Code §54957.6 to discuss labor negotiations with labor negotiators Sherrie Fisher and Jerry Estrada.

Coming out of closed session regarding Union Negotiations, Chair Britton stated that General Manger Fisher and Mr. Estrada updated the Board on negotiations. No action was taken.

**14. Adjournment**

10:53 a.m., Director Moldaver made a motion to adjourn, Director Rodriguez seconded. Motion passed unanimously.

Approved by Board of Directors on September 28, 2004

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Brian Fahnestock, Secretary of the Board